

The Transformative Impact of Digital Technology on the Food Delivery Industry: A Study on Customer Perception and Emerging Opportunities

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Abstract: *The rapid advancement of digital technology has revolutionized various industries, and the food delivery sector is no exception. This study focuses on the transformative impact of digital technology on the food delivery industry, with a particular emphasis on customer perception and emerging opportunities.*

The proliferation of online food delivery apps and websites has provided customers with unprecedented convenience and transparency in ordering their favourite meals. Through these digital platforms, customers can effortlessly browse menus, place orders, and track deliveries in real-time. The ease of use, coupled with quick delivery times, has reshaped customer expectations and behaviours. Customer perception, a critical aspect of the selling concept, plays a significant role in shaping the success of food delivery apps. Factors such as consistent performance, emotional connection, effective selling communications, and a holistic selling approach contribute to customer perceptions. Positive experiences, such as timely deliveries, quality food, and responsive customer service, foster customer satisfaction and loyalty. Moreover, the emergence of additional food delivery applications in the e-market has created new opportunities for both restaurants and consumers. These platforms offer an expanded selection of restaurants and dishes, providing a chance for culinary establishments to increase their customer base and generate financial gain. The socio-economic development of societies can be bolstered as these apps contribute to job creation and the growth of the food industry. Prominent food delivery apps such as Food Panda, Zomato, Swiggy, and Uber Eats have gained substantial market presence and have become integral to the modern lifestyle. Their extensive reach, competitive pricing, and integration with social media platforms have enabled customers to connect with their peers, share experiences, and discover new culinary options. This study aims to shed light on the transformative nature of digital technology in the food delivery industry, with a focus on customer perception and emerging opportunities. By understanding the factors that shape customer perception and exploring the evolving landscape of food delivery apps, businesses and stakeholders can adapt their strategies to cater to evolving customer demands and capitalize on emerging opportunities.

Keywords: Logic building in Programming

I. INTRODUCTION

In today's world, the increase of digital technology is reshaping the industries. customers square measure at home with searching or perhaps ordering on-line through apps or websites with most convenience and transparency expecting identical expertise that they might get from the outlet

itself. client perception implies one's behaviour towards any product or service marketed, it's that selling thought that encompasses a consumer's acquaintance concerning offerings of any product or service of a specific company. the factors that decide client perception square measure consistency of performance, emotional connect, selling communications, holistic selling. Applications square measure providing exaggerated facilities and services to the shoppers. A client will select their most popular edifice, form of cooking, delivery or choose – up and mode of payment. The payment is either by card (debit or credit) or money, and a proportion is come back to the net company. With people turning into progressively busy, the service provided by on-line food delivery Apps permitting them to put their order and receive delivery inside a matter of minutes, could be a nice advantage. additionally, to the present, the

net setting offers and avenue for patrons to satisfy their impulsive food cravings. Customers will have easy accessibility to competitive service suppliers at competitive costs and at identical time they'll conjointly receive input from their peers through social media, that helps influence their final purchase call. First and foremost, customers place an order on the website/phone app with a registered member within which includes contact details and therefore the current location of the consumer. After that, the edifice collects the order via the dashboard or application. Similarly, the edifice ensures the client relating to order confirmation via automatic telephone or email. The orders square measure submitted within the app or web site, wherever all the menus square measure denote from completely different restaurants. once a edifice receives an order from the food delivery app, then the edifice notifies the delivery company of the time to gather the package and therefore the address of the destination. The delivery method has 2 completely different potential situations like by the delivery one that is utilized with the edifice or by the corporate. In E-market additional and additional food delivery applications square measure coming into and it provides possibilities to additional restaurants and dishes too. It helps in making a chance to earn financial gain and conjointly helps in socio economic development of a 2 society. the foremost common food delivery applications square measure Food panda, Zomato, Swiggy, Uber chow etc..

II. LITERATURE REVIEW

A study on “**The attitude of consumers towards online food ordering like Swiggy and Zomato 2012**” was undertaken by **Murat, Alagoz and Hekimoglu’s** states that ecommerce is growing extensively worldwide, and has light-emitting diode to a rise within the growth of the food trade. The researchers have adopted the Technology Acceptance Model as a base to grasp on-line food ordering apps. The angle of customers towards on-line food ordering like Swiggy and Zomato has created it accessible and helpful for ordering on-line. what is more, it additionally varies with regard to innovation in data technology, angle towards e-commerce websites and external factors like social media, friends, and family.

Joshi conducted research on **the Interrelationships and examination between customer satisfaction, food quality 2012**.The consumer perception of restaurants discusses the consumers and services, the consumer decision-making process model, and previous studies in consumer’s restaurant behaviour. The interrelationships and examination between customer satisfaction, food quality, service quality, and behavioural intentions help reviewing the restaurant choice factors, dining occasion, and demographic attributes.

A study on **Consumers Perception towards online 2013** was conducted by **Rajesh and Purusho** the man about the searching supported e-shopping is extremely standard because of simple convenience and low costs. throughout holidays, on-line searching could be a saviour for a private from having to travel to completely different retailers associate degreed waiting in long

queues to shop for an item. the web has revolutionized the consumer’s searching habits of buying product and has proven to be a worldwide success. plenty of firms have started mistreatment the web with their aim of cutting selling prices, reducing the worth of merchandise to counter competition.

In a study titled **Influence of e-commerce on buying behaviour of customers 2014** by **Chaing and Dholakia** talks regarding why customers purchase product on-line whereas searching. There are 3 variables in his study that affects shoppers to shop for on-line. These are the options of a searching site: style of product, its characteristics and value of the merchandise. The study additionally states that the accessibility and convenience of victimization searching sites that make an possibility for the shoppers permitting them whether or not to buy or not. There also are loads of difficulties that the shoppers face can shopping for on-line. That’s why they switch to offline searching. Whereas for those shoppers that encounter issues in offline getting they’re lighter with on-line searching.

III. STATEMENT OF PROBLEM

The customer attitude plays a vital role in the success of any marketed product or service and it helps in the retainment of those products or services in the market. The attitude of customers may vary according to their taste and preferences. It must need to analyse the views, needs, and attitude of consumers. The popularity of online food ordering and delivering services is steadily growing, customer expectations are also increasing but many customers are opting out from online delivery apps due to high delivery charge and tip. The importance of online delivery apps is falling due to

the changing food preferences and habits of the people. Despite all this development, people are still not ready to use the applications, because lack of trust and awareness about these applications.

IV. OBJECTIVES OF THE STUDY

- To study the consumers attitude on the food delivery applications.
- To understand the awareness about online food delivery applications.
- To identify the factors influencing the users of food delivery applications
- To study the relationship between the factors influencing the food delivery applications.

V. RESEARCH DESIGN

Research Design is the arrangement of condition for collection and analysis of data in manner that aims to combine relevance to the research purpose with the economy in procedure. A research design specifies the methods and procedures for conducting a particular study.

SOURCE OF DATA

The task of data collection begins after problem has been identified. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz, primary data and secondary data. The researcher would have to decide which sort of data he would be using for his study.

PRIMARY ANA SECONDARY DATA

Primary data consists of original information gathered for specific purposes at hand. These are gathered for a specific purpose or for a specific research project. Primary data was collected online. A survey questionnaire was made on Google Form and the link was send to the sample. Secondary data consists of information that already exist and that were being collected in the past for some other purposes. Secondary data used in this study were collected from external sources like books, blogs, wiki etc.

POPULATION

The population of the study is the users who adopts and use the Food delivery app in Thrissur District.

SAMPLE DESIGN

An example design is a definitive plan for obtaining a sample from the sampling frame. It refers to the technique or procedure adopted when selecting the sampling units from 24 which inferences are obtained on the population. The sampling design is determined prior to data collection. • Sample unit: It includes all levels of individuals • Sample size: 104 Users • Sampling Technique: Convenience Sampling

SAMPLING METHOD

Purposive sampling method is using to collect data for the study. Purposive sampling refers to the collection of information from respondents who are conveniently available to provide information.

DATA ANALYSIS

The collected data were analysed and elementary classifications of schedules were done Accordingly. The analysed data were properly tabulated and presented in the form of simple Crossed tables. The data included in the tables were interrupted and accordingly conclusions were drawn

VI. RESPONDENT PROFILE

GENDER

Table 1 Gender

Options	No of respondents	Percentage of respondents
Male	28	22.2
Female	97	77
Other	1	.8
Total	126	100

Interpretation

The table show the gender composition of respondents in the survey. From the pie chart it is clear that 22.2% of the respondents are male, 77% of the respondents are female and 0.8% of the responds are from other.

AGE

Table 5.1 AGE

Options	No of respondents	Percentage of respondents
Below 20	21	16.7
20-30	100	79.4
30-40	3	2
Above 40	2	2
Total	126	100

Interpretation

From the above table it is inferred that 16.7% of respondents age are below 20 and 79.4% of the respondents belongs to the age group between 20-30, 2% of the respondents belongs to 30-40 and 2% of the respondents are above 40.

DESIGNATION

Table 3 Designation

Options	No of respondents	Percentage of respondents
Student	100	79.4
Working	26	20.6
Total	126	100

Interpretation

The table indicates that 79.4% of the respondents are students and 20.6% of therespondents are working

GEOGRAPHICAL REGION

Table 4 Geographical region

Options	No of respondents	Percentage of respondents
Rural	47	37
Urban	49	39
Semi-Urban	30	24
Total	126	100

Interpretation

The table indicates that 37% of the respondents are from Rural area, 39% of the respondents are from Urban area and 24% of the respondents are from Semi-urban area.

HOW DO YOU CAME TO KNOW ABOUT FOOD DELIVERY APPLICATIONS

Table 5

Options	No of respondents	Percentage of respondents
Social Media	87	69
Visual Advertisements	13	10.4
Newspaper	2	1.6
Friends and Family	24	19
Total	126	100

Interpretation

The figure show that 69% of the consumers are know about the food delivery applications through social media, 10.4% respondents show that they knew from visual advertisement, 1.6% are by newspaper and 19% respondents are from Friends and family.

WHICH FOOD DELIVERY APPLICATION DO YOU PREFER

Table 6 Online food delivery apps

Options	No of respondents	Percentage of respondents
Zomato	64	50
Swiggy	54	42.9
Uber Eats	7	6.3
Others	1	.8
Total	126	100

Interpretation

The figure show that 50% of the respondents are using Zomato, 42.9% are using Swiggy, 6.3% are using uber eats and .8% of the respond are using other apps.

ON AN AVERAGE HOW MUCH DO YOU SPENT MONTHLY TO ORDERFOOD THROUGH VARIOUS APPLICATIONS

Table 7

Options	No of respondents	Percentage of respondents
Below 1000	75	59.5
1000-2000	40	31.7
2000-3000	9	7.2
Above 3000	2	1.6
Total	126	100

Interpretation

From the table, it is clear that majority of consumers are spending below 1000 rupees for ordering food through food delivery apps that is 59.5. 31.7% are spending 1000- 2000 rupees. 7.2% is for 2000-3000 and the balance 1.6% belongs to above 3000.

WHICH MODE OF PAYMENT DO YOU PREFER

Table 5.8

Options	No of respondents	Percentage of respondents
COD	49	38.9
Debit Card	12	9.5
Credit Card	6	4.8
Online Payment	59	46.8
Total	126	100

Interpretation

As per the table, 46.8% are using online payment as a mode of payment. 38.9% are using COD. 9.5% are using debit card and 4.8% are using credit card for payment.

YOU ARE AWARE ABOUT THE FOOD DELIVERY APPLICATIONS

Table 5.9

Options	No of respondents	Percentage of respondents
Strongly agree	74	59
Agree	46	36
Neutral	5	4
Disagree	1	1
Strongly disagree	0	0
Total	126	100

Interpretation

The above chart depicts that majority which includes 59% of the respondents are strongly agree and 36% of the respondents are Agree that they are aware about the food delivery applications, 4% respondents are neutral and 1% disagree and 0% strongly disagree.

USAGE OF FOOD DELIVERY APPLICATIONS

Table 10

Options	No of respondents	Percentage of respondents
Strongly agree	38	30
Agree	70	56
Neutral	14	11
Disagree	3	3
Strongly disagree	0	0
Total	126	100

Interpretation

The above table shows that the usage of food delivery application strongly agreed by 30% and agreed by 56%, 11% respondents are neutral with the using food delivery application and 3% disagree and 0% strongly disagree

FLEXIBLE TO USE

Table 11

Options	No of respondents	Percentage of respondents
Strongly agree	48	38
Agree	57	45
Neutral	20	15.2
Disagree	1	.8
Strongly disagree	0	0
Total	126	100

Interpretation

From the above table, it is clear that 45% consumers agrees that food delivery apps are flexible to use. 38% strongly agrees 15.2% are neutral .8% disagree and 0% strongly disagree to that statement.

DIFFICULT TO USE

Table 12

Options	No of respondents	Percentage of respondents
Strongly agree	12	12
Agree	35	30
Neutral	31	27
Disagree	25	22
Strongly disagree	23	10
Total	126	100

Interpretation

From above table it is clear that 27% are neutral to the statement that the food delivery apps are difficult to use. 22% disagrees, 30% agrees, 12% strongly agree and 10% strongly disagree

SATISFACTION WITH THE QUALITY AND QUANTITY

Table 13

Options	No of respondents	Percentage of respondents
Strongly agree	44	35
Agree	56	44
Neutral	21	17
Disagree	5	4
Strongly disagree	0	0
Total	126	100

Interpretation

Among the 126 respondents, 44% agrees that they get sufficient quantity food on food delivery apps. 17% are neutral, 35% strongly agree, 4% disagree and 0% strongly disagree.

SERVICE QUALITY WOULD INFLUENCE YOUR PERCEPTION ON FOOD DELIVERY APPLICATIONS

Table 14

Options	No of respondents	Percentage of respondents
Strongly agree	36	29
Agree	70	55
Neutral	18	14
Disagree	2	2
Strongly disagree	0	0
Total	126	100

Interpretation

The above table shows that 55% of respondents were agreeing with the service quality would influence the perception of food delivery applications. And the 29% of respondents were strongly agreed with that and 14% of respondents were neutral and the balance 2% of respondents were disagreeing and 0% were strongly disagree.

SATISFIED WITH THE PACKING OF FOOD ON THE FOOD DELIVERY APPLICATIONS

Table 15

Options	No of respondents	Percentage of respondents
Strongly agree	42	33.2
Agree	69	55
Neutral	12	9.5
Disagree	2	1.5
Strongly disagree	1	.8
Total	126	100

Interpretation

The above table shows that majority 55% of respondents were agreeing with that they are satisfied with the packing of food and 9.5% of respondents were neutral that and remaining 33.2% were Strongly Agree. And the 1.5% and 0.8% of respondents are Disagree and strongly disagree in respectively.

YOU ARE LIKELY TO BE INFLUENCED BY OFFERS AVAILABLE ON FOOD DELIVERY APPLICATIONS

Table 16

Options	No of respondents	Percentage of respondents
Strongly agree	58	46
Agree	52	41.2
Neutral	10	8
Disagree	5	4
Strongly disagree	1	.8
Total	126	100

Interpretation

The above table shows that 41.2% of respondents were agreeing with and 8% of respondents were neutral that and 46% were Strongly Agree. And the 4% and .8% of respondents are Disagree and strongly disagree in respectively.

IF EXTRA PRICE REDUCTION/DISCOUNT IS THERE, WOULD YOU BUYIMPULSIVELY

Table 5.17

Options	No of respondents	Percentage of respondents
Strongly agree	38	30.2
Agree	67	53
Neutral	13	10
Disagree	7	6
Strongly disagree	1	.8
Total	126	100

Interpretation:

The above table shows that 30.2% of respondents were agreeing that extra price reduction or discount make them buy impulsively and another 53% of respondents were strongly agreeing with that and Remaining 10%,6% and 1.8% were neutral, disagree and strongly disagree.

IF THE PRICE IS HIGH DO YOU MAKE UNPLANNED PURCHASES

Table 18

Options	No of respondents	Percentage of respondents
Strongly agree	30	24
Agree	49	39
Neutral	20	16
Disagree	21	16
Strongly disagree	6	5
Total	126	100

Interpretation:

The above table shows that only 39% of respondents were agree with the price is high they make unplanned purchases. And 24% of respondents were Strongly agree and 16% neutral with that and 5% of Respondents were strongly disagree and remaining 16% were disagreeing with that.

ARE YOU SATISFIED WITH THE PRICE OF FOOF ON FOOD DELIVERYAPPLICATIONS

Table 19

Options	No of respondents	Percentage of respondents
Strongly agree	36	29
Agree	47	37
Neutral	28	22
Disagree	10	8

Strongly disagree	5	4
Total	126	100

Interpretation:

The above table shows that 37% of respondents were agreed that the are satisfied withthe price of food on the food delivery application. And 29% are strongly agree 22% of respondents were neutral with that and 4%of Respondents were strongly disagree and remaining 8% were disagreeing with that

DO YOU BELIEVE ONLINE PAYMENTS ARE SAFE AND SECURE

Table 5.20

Options	No of respondents	Percentage of respondents
Strongly agree	43	34
Agree	51	41
Neutral	26	21
Disagree	3	2
Strongly disagree	3	2
Total	126	100

Interpretation

The above table shows that 41% agrees that the online payments are safe and secure, 21% are neutral, 34% are strongly agree, 2% disagree and 2% strongly disagree.

SAFETY MEASURES TAKEN BY FOOD DELIVERY APPLICATIONSDURING COVID-19

Table 21

Options	No of respondents	Percentage of respondents
Strongly agree	38	30
Agree	62	49
Neutral	24	19
Disagree	2	2
Strongly disagree	0	0
Total	126	100

Interpretation

As per the above table, 49% are agree with the safety measures taken by food deliveryapps during Covid-19, 19% are neutral, 30% are strongly agree, 2% are disagree and 1% strongly disagree

DID YOU USE FOOD DELIVERY APPLICATIONS DURING THE PANDEMIC PERIOD

Table 22

Options	No of respondents	Percentage of respondents
Strongly agree	37	29
Agree	42	33
Neutral	20	16
Disagree	17	14
Strongly disagree	10	8
Total	126	100

Interpretation

From the above table, it is clear that 29% of respondents are strongly agreed that they used food delivery apps during pandemic period, 33 % were agree and 16% were neutral and 14% are disagree, 8% were strongly disagree of usage of food delivery apps during pandemic.

REVIEW, FEEDBACKS AND PAST EXPERIENCE HELPS TO DECIDE WHETHER TO ORDER FROM A PARTICULAR APPLICATION OR NOT

Table 23

Options	No of respondents	Percentage of respondents
Strongly agree	39	31
Agree	59	47
Neutral	16	13
Disagree	8	6
Strongly disagree	4	3
Total	126	100

Interpretation

From above table it is clear that 47% are agree and 31% are strongly agree that review, feedbacks and past experience helps to decide whether to order from a particular application or not 13% are neutral to the statement. 6% disagrees and 3% strongly disagree

RATING HYGIENIC FACTOR IN FOOD DELIVERY APPLICATIONS ARE USEFUL WHILE MAKING A DECISION

Table 24

Options	No of respondents	Percentage of respondents
Strongly Agree	40	32
Agree	57	45

Neutral	22	18
Disagree	3	2
Strongly disagree	4	3
Total	126	100

Interpretation

In the table, 45% of consumers agrees the rating of hygiene factor in food delivery appsare useful while making a decision. 32% strongly agrees, 18% are neutral, 2% disagreesand 3% strongly disagrees.

ARE YOU SATISFIED WITH THE DELIVERY SERVICES

Table 25

Options	No of respondents	Percentage of respondents
Strongly agree	50	39
Agree	64	51
Neutral	11	9.2
Disagree	1	.8
Strongly disagree	0	0
Total	126	100

Interpretation

The above table shows that 51% of respondents are satisfied with the delivery services,39% are strongly agree, 9.2% are neutral, .8% dissatisfied and nobody belongs to strongly disagree

ARE YOU SATISFIED WITH THE TIME EFFICIENCY

Table 26

Options	No of respondents	Percentage of respondents
Strongly agree	43	34
Agree	66	52
Neutral	14	11.7
Disagree	1	.8
Strongly disagree	2	1.5
Total	126	100

Interpretation

The above table shows that 52% are satisfied with the time efficiency of food deliveryapps, 11.7% are neutral, 34% are highly satisfied, .8% are dissatisfied and 1.5 is highly dissatisfied.

FOOD DELIVERY APPLICATION WILL SAVE THE EFFORT OF VISITING HOTEL

Table 27

Options	No of respondents	Percentage of respondents
Strongly agree	44	35
Agree	61	48
Neutral	20	16.2
Disagree	1	.8
Strongly disagree	0	0
Total	126	100

Interpretation

The table shows that, 48% agrees the food delivery apps will save the effort of visiting, 35% strongly agrees, 16.2% are neutral, .8% disagrees and 0% strongly disagree

DO YOU FIND FOOD DELIVERY APPLICATIONS ON FOOD DELIVERY APPLICATIONS IS AS PER YOUR TASTE

Table 28

Options	No of respondents	Percentage of respondents
Strongly agree	38	30
Agree	63	50
Neutral	20	16.5
Disagree	3	2
Strongly disagree	2	1.5
Total	126	100

Interpretation

The above table shows that 50% agrees that food available on food delivery apps is as per the consumer's taste. 16.5% are neutral, 30% strongly agree, 2% disagree and 1.5 strongly disagree.

ARE YOU SATISFIED WITH THE CURRENT APPLICATION USE

Table 29

Options	No of respondents	Percentage of respondents
Strongly agree	46	37
Agree	61	48
Neutral	14	11.5
Disagree	3	2
Strongly disagree	2	1.5
Total	126	100

Interpretation

The table shows that 37% and 48% of respondents are strongly agreed and agreed that they are satisfied with the current food application they have used, 11.5% are neutral and 2% and 1.5% are disagree and strongly disagree with the statement.

RELIABILITY ANALYSIS

TABLE 30

Variable	No. of items	Chronbach 's Alpha
Consumers attitude	5	8.32
Informativeness	4	.764
Perceived Quality	3	.743
Price	4	.748
Trust	5	.746

INTERPRETATION

From the table it can be found that reliability of Attitude of users towards food delivery application is 8.32. Reliability of Informativeness is .764, reliability of Perceived Quality is found that .743, reliability of Price is .748 and reliability of Trust is found that .746. since the values are more than 0.7, the data are reliable for use in further study.

CORRELATION

TABLE 5.31

Independent variable	Attitude of users (dependent variable)
Informativeness	.617
Perceived Quality	.626
Price	.672
Trust	.698

INTERPRETATION

The above table illustrates the relation of Consumers attitudes towards food delivery Application by the factors Informativeness, Perceived Quality, Price, Trust. Informativeness and consumers attitude shows positive correlation. The highest value is .698. It is clear that there is a positive correlation between independent and dependent variables.

VI. FINDINGS

- This study found that majority of the respondents are belong to female category.
- Apart from price, perceived quality, informativeness and trust other factors such as awareness, satisfaction, discount and offers etc also have impact on consumers attitude on the food delivery applications.
- The use of Online food delivery apps is not very consistent as the respondents prefer using it only sometimes
- From this study, it reflects that not everyone prefers paying online as they feel that an online theft or error may occur or transactions would be slow; hence they use cash on delivery
- There has been an increase of rise of the number of online food delivery apps as well as the usage of these apps has tremendously increased post covid 19.
- When tested the relationship between independent variable with dependent there was a significant impact. ie, consumers attitude has a direct impact on Online food delivery apps.
- Majority of the respondents are states that they are satisfied with the service quality and quantity of the food delivery applications but some of the customers are states that they are not satisfied with the quality and quantity and their requires improvement in hygiene factors.
- There are different other factors that influences the consumers decision in choosing

- a service whereas this study was conducted on the basis of consumers attitude on online food delivery. Factors such as homophily, social tie, social influence, awareness, quality of the service, delivery time etc. are the part of this study.

VII. CONCLUSION

After studied the customers' perspective toward food delivery applications, it's finished that each system has its strengths and weakness. the aim of this on-line food ordering system is largely to save lots of the time of the purchasers particularly once he/she should invite individuals for any occasion. The chief reason of electronic ordering is convenience. This study found that on-line food ordering within reason well-liked among residents in Ernakulam District. High % of the respondents were attentive to the food ordering applications. Young customers are additional seemingly to use on-line, mobile or text ordering. Customers between 20-30 years older ordered additional on- line food. The factors that influence the customer's selection of food delivery applications are quality of food, value of food, offers accessible, packing of food, delivery service etc.

In the recent Covid-times, the market has seen the looks of diverse mobile-applications for on-line food delivery applications. This study can provides an outline of client perception of users towards on-line food delivery applications. This study can shows that just about all the individuals are aware of this app and that they are victimization this on an everyday basis.